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Book reviews

Fashion's world cities. By Christopher Breward and David Gilbert. Oxford: Berg Publishers. 2006. xv + 285 pp. £60.00 hardback. ISBN-13 9781845204129. £19.99 paper. ISBN-13 9781843204136.

Do you live or shop in one or more of *Fashion's world cities*? Whether 'yes' or 'no,' this volume relates to geographers, anthropologists, and other consumers, providing a first go at this topic, and a welcome one. The 14 chapters highlight 10 cities, with Paris, London, and New York capturing two titles each, the others being Shanghai, Tokyo, Moscow, Milan, Dakar, Los Angeles and San Francisco, acknowledging fashion's grab across the globe. Christopher Breward, fashion guru, co-edited the volume with David Gilbert, a geographer. Breward's preface spells out the book's foundation as to compensating for the missing recognition of these world fashion cities and how they relate to 'production, consumption and mythologizing of fashion,' both locally and globally. Scholars across disciplines present case studies as follows: 1) relating the fashion city and modernity, 2) assessing visual aspects and design processes, 3) considering the impact of various types of change, and 4) analysing links of trade, colonialism, and labour movement.

Other themes emerge. The volume focuses primarily on consumption. Fashionable consumption arises as a meaningful phrase to describe purchases particularly by wealthy consumers, apparently a critically needed cohort to create a fashion city. Luxury items available in Moscow tempt the 33 billionaires and 88,000 millionaires in Russia (in 2004), Olga Vainshtain points out, to spend money at home as affluent consumers can easily travel elsewhere and often do. Articles document that boutiques and department stores that include expensive couture are important, going beyond the existence of flea markets, street markets, and bazaars. Globalization is emphasized in 'Fabrications of India: Transnational Fashion Networks.' India manufactures wardrobe choices for consumers of two UK retailers: *EAST*, a major high street group and *Damini's*, specialist retailers supplying consumers valuing Asian fashions. The Victoria and Albert Museum displayed another sort of transnationalism with their exhibition of New York fashion when it reopened its popular dress gallery in 2005. Along with the chapter on 'La Mode Dakoroise,' such examples clearly illustrate that fashion cities exist beyond the pinnacle of Paris.

Fashion is serious business, fueling economies in many world cities. We need companion research on other metropolises, such as Berlin, Buenos Aires, or Jakarta, Montreal, New Delhi and Rio de Janeiro.

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